

What is claimed is:

1. A system for providing access to primary media content in digital form, comprising:

a server network comprising a download management server, a customer database storing user information, and a primary content database storing primary media content;

a client console connectable for establishing a communications link through a bi-directional communications network to said download management server;

a detachable storage media installable in said client console, said detachable storage media having a data structure thereon comprising a plurality of auxiliary media content items, a plurality of trigger data items logically associated, respectively, with each of said auxiliary media content items, and a user identifier,

wherein said user identifier is uploaded to said download management server to enable access to specified content in said primary media content database, and said user information is downloaded into said client console to trigger execution of specified auxiliary media content items based on comparison with said trigger data items.

2. The system according to claim 1, wherein said user identifier comprises an alphanumeric media ID identifying said detachable storage media.

3. The system according to claim 2, wherein said specified content comprises a portion of an overall set of primary contents stored in said contents database, and wherein said media ID serves to limit access to said specified content only.

4. The system according to claim 1, wherein said data structure comprises an authentication code for authenticating access to the download management server.

5. The system according to claim 4, wherein said specified content comprises a portion of an overall set of primary contents stored in said contents database, and wherein said authentication code authenticates access to the download management server which is responsible for providing access to said specified content.

6. The system according to claim 1, wherein said data structure further comprises a data indicator indicating that said detachable storage media is operable through connection to said bi-directional communications network

al 7. The system according to claim 6, wherein said data indicator comprises one of a program for providing network access and a code which causes execution of a program stored in said media console for providing network access.

8. The system according to claim 1, wherein said client console further comprises a local fixed storage device disposed internally or externally of said client console, wherein said requested primary media content is downloaded onto said fixed storage device.

9. A method for delivery of primary media content in digital form through a bi-directional communications network, together with auxiliary media content stored on a detachable storage media, comprising the steps of:

establishing a communications link between a client console and a download management server through said bi-directional communications network, said client console having said detachable storage media detachably installed therein;

transmitting user identifier data contained on said local storage media and a request for primary media content to said download management server, in order to retrieve said primary media content from a contents database and to retrieve user information from a customer database;

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downloading into said client console from said download management server said primary media content and said user information;

accessing said auxiliary media content stored on said detachable storage media on the basis of said user information retrieved from said customer database;

selectively overriding playback of said auxiliary content, for enabling viewing of solely the primary media content downloaded from said download management server;

storing a record of the auxiliary content viewed using said client console; and

uploading said record to said download management server.

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10. The method according to claim 9, wherein said user identifier data comprises an alphanumeric media ID identifying said detachable storage media and said local storage media further contains an authentication code which enables access to said download management server, further comprising the step of receiving said media ID and said authentication code in said download management server, wherein one of said authentication code and said media ID serves to limit access to specified content only from among said primary media content.

11. The method according to claim 9, wherein said step of accessing said auxiliary media content further comprises comparing said user information with trigger data logically associated with one or more auxiliary content items making up the auxiliary content.

12. The method according to claim 9, wherein said step of downloading into said client console from said download management server comprises storing said primary media content on a local fixed storage device disposed internally or externally of said client console.

13. A method of operating a client console having a detachable storage media installable therein while connecting with a download management server through a bi-directional communications network, comprising the steps of:

determining whether said detachable storage media requires connection to said bi-directional communications network for operation in said client console;

establishing a communications link between a client console and the download management server through said bi-directional communications network, if it is determined that the detachable storage media requires a network connection;

al transmitting user identifier data contained on said detachable storage media and a request for primary media content to said download management server;

downloading requested primary media content and user information from said download management server;

comparing said user information with trigger data logically associated with an auxiliary content item making up the auxiliary content;

determining whether a control function of said client console is enabled for permitting viewing of said auxiliary content;

extracting and loading said auxiliary content item for which the associated trigger data matches said user information, if it is determined that said control function is enabled;

executing playback of said auxiliary content;

creating a record indicating playback of at least one auxiliary content item, if said auxiliary content is played using said client console; and

uploading said record to said download management server.

14. The method according to claim 13, further comprising a step of continuously polling to determine whether the user overrides playback of said auxiliary content during execution of said primary content.

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15. The method according to claim 14, wherein said step of creating a record comprises updating said record if said control function of said client console is first disabled and then enabled.

16. The method according to claim 15, wherein said step of uploading said record to said download management server occurs after playback of each item of auxiliary content.

17. The method according to claim 15, wherein said step of uploading said record to said download management server occurs after playback of an item of primary content.

18. The method according to claim 15, wherein said step of uploading said record to said download management server occurs during a log off procedure to disconnect said client console from said download management server.

19. The method according to claim 13, wherein said user identifier data comprises an alphanumeric media ID identifying said detachable storage media, and further comprising the steps

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of prompting the user for said user information and associating
said user information with said media ID.

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